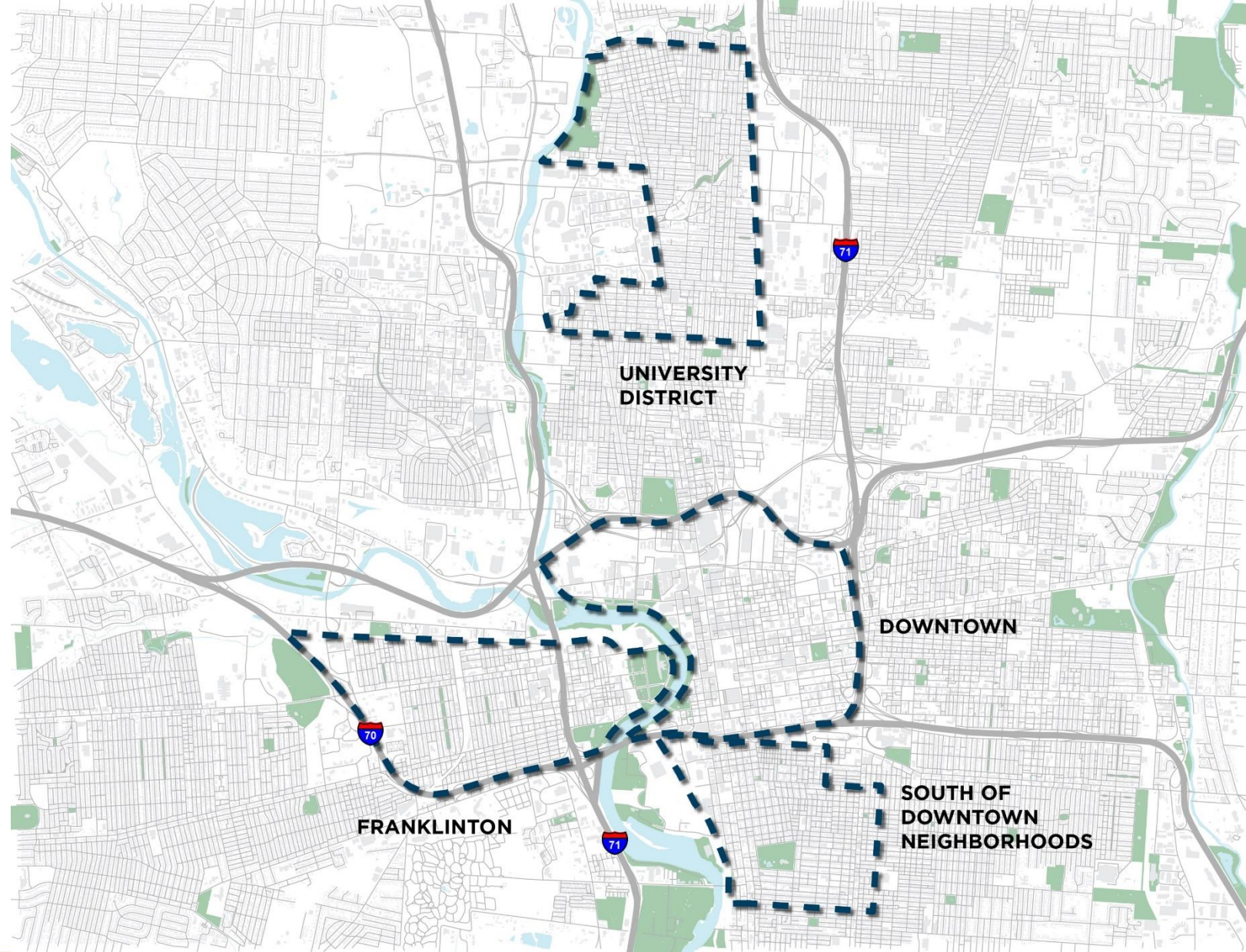


Franklinton



Study Areas

- Downtown
- Franklinton
- South of
Downtown
Neighborhoods
(German Village, Brewery
District, and South Side)
- University District



Impetus for the Strategic Parking Plan

**Respond to
Significant Urban
Investment and
Change**

Proactively address parking and mobility challenges alongside significant urban redevelopment occurring in Downtown and surrounding neighborhoods.

**Leverage Dynamic
Parking Strategies**

Leverage dynamic parking management strategies to **improve the customer experience and operations.**

**Support Growth,
Access, and Mobility
in Core Urban
Neighborhoods**

Support the growth of high-demand urban core neighborhoods by **improving overall access, safety, and mobility** through active parking and mobility demand management.

**Apply Lessons
Learned from Short
North and National
Best Practices**

Extend lessons learned from Short North and national best practices to other high-demand urban core neighborhoods.



Strategic Parking Plan Objectives



Inventory

Inventory existing parking, land use, and mobility conditions and context: curb inventory, parking behavior – occupancy and turnover, land use, and transportation/mobility context.



Outreach

Conduct meaningful community outreach to inform strategic recommendations.



Management Strategies

Develop specific study area management strategies for implementation: restrictions, hours of operation, permit programs, and rates.



Demand Management Toolbox

Develop a parking demand management and mitigation toolbox.



Implementation Framework

Establish a framework for making future management decisions amidst a changing parking and mobility landscape.



Process

Phase 1: Existing Conditions Reporting

- Data collection
- Data analysis
- Initial Task Force engagement
- Reporting

- Operations, management, and pricing strategies
- Community outreach
- Recommendations/study area plans
 - Revenue projections and cost estimates
 - Key performance indicators

Phase 2: Parking Mgmt. Recommendations

- Demand mitigation strategies
- Accommodating evolving mobility trends
- Leveraging technology
- Project finalization and reporting

Phase 3: Parking Demand Management Tool

Public Communication

Public Engagement

Plan completion

Engagement and Implementation

Nov 18

Feb 19

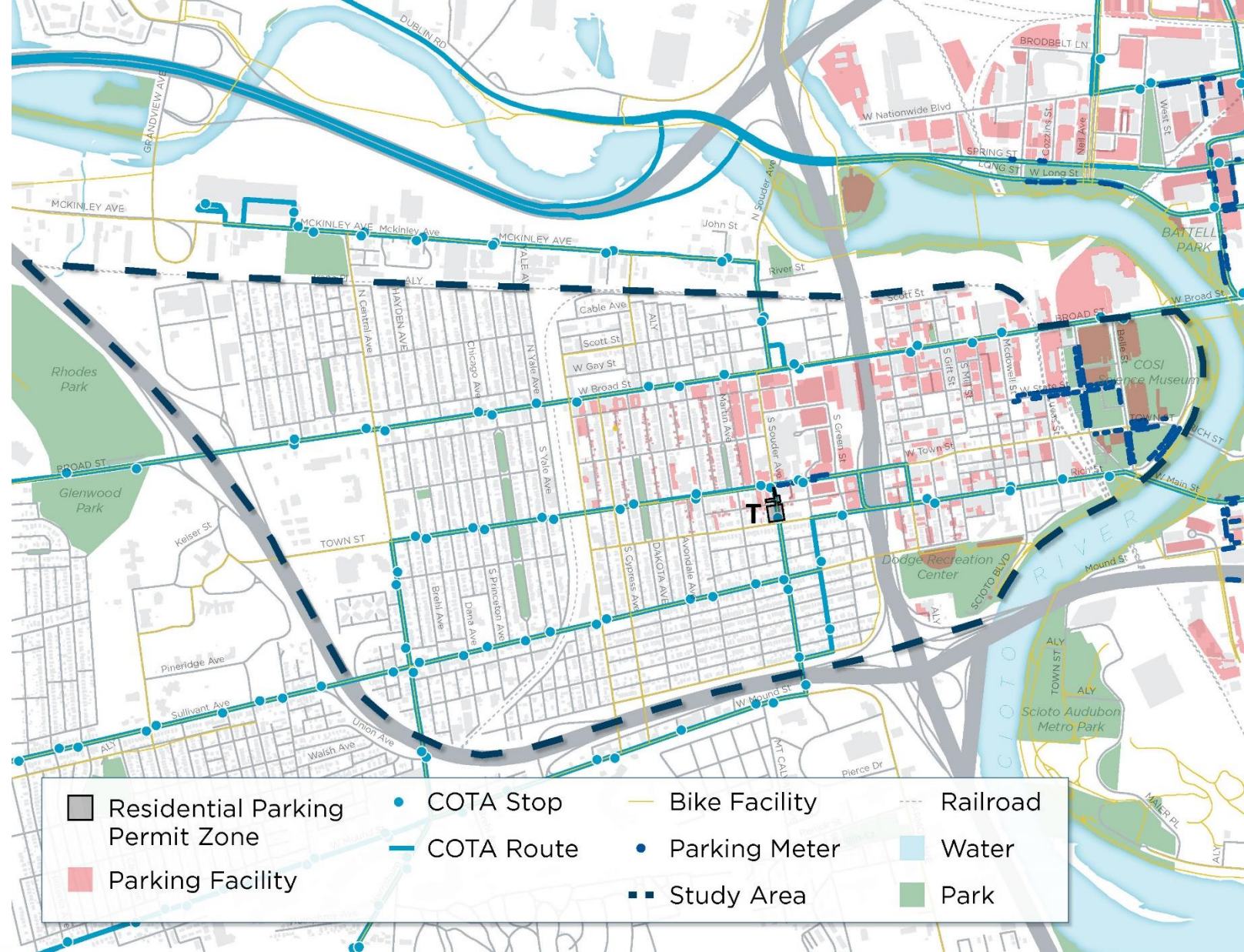
April 19

Jul 19

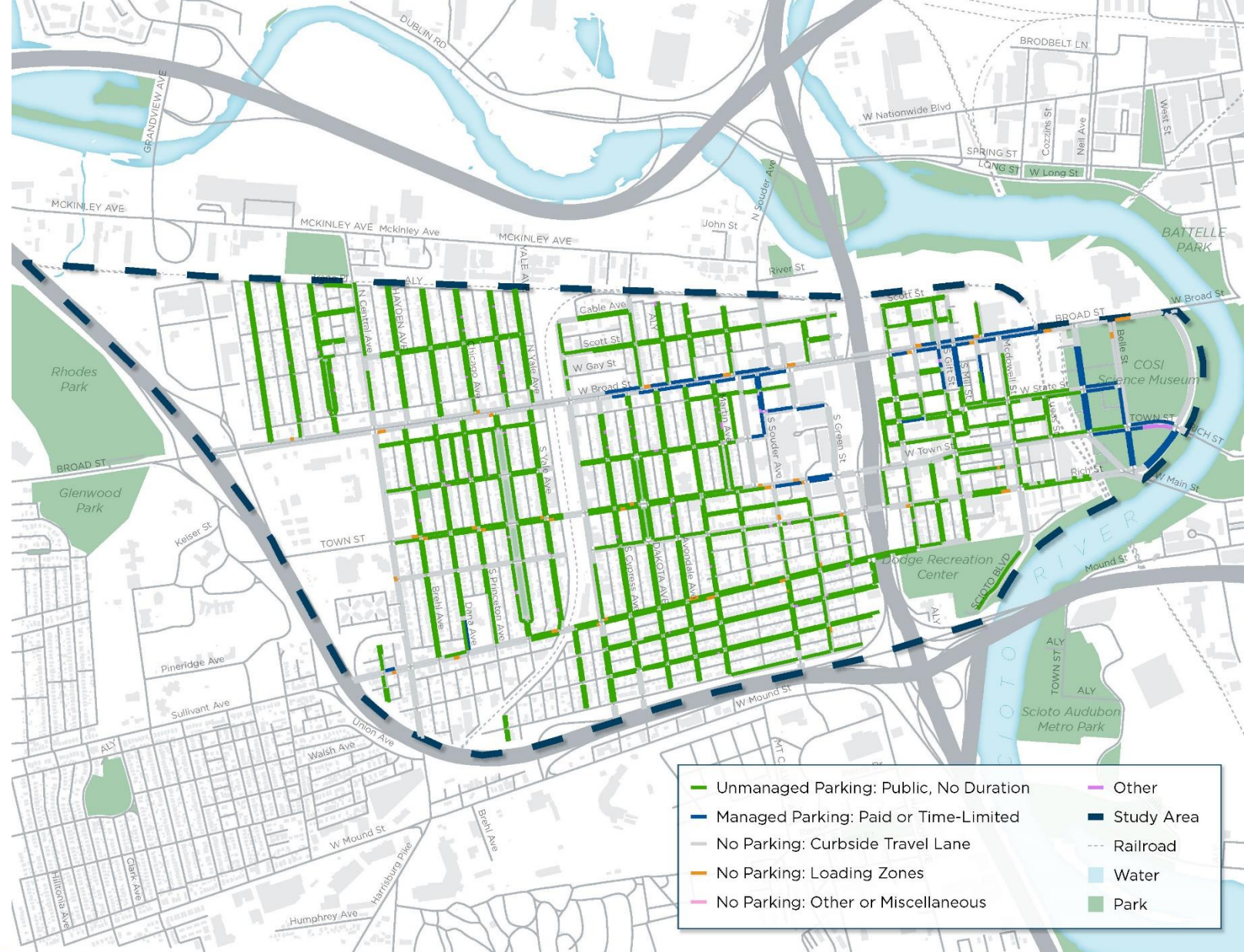
Fall 2019



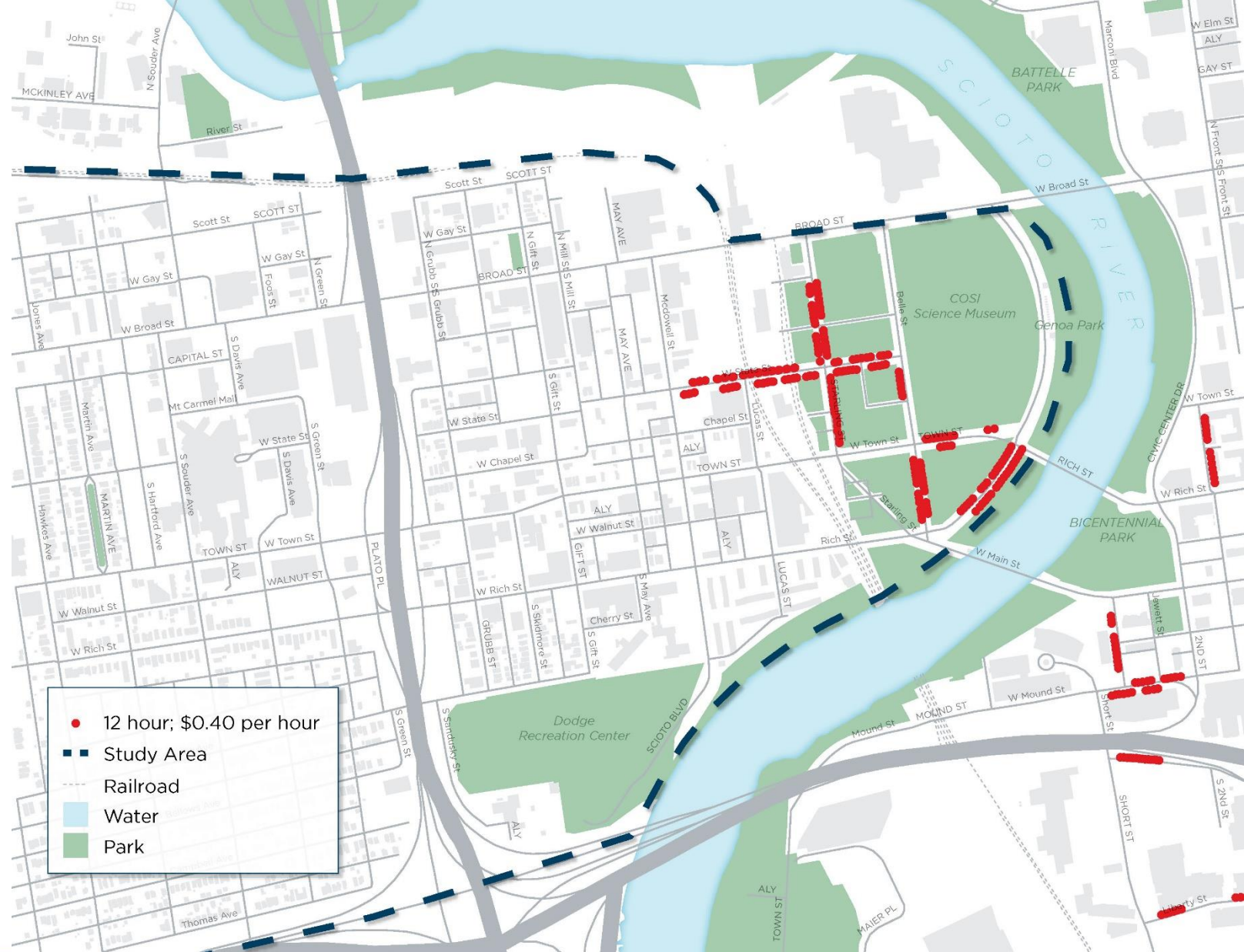
Parking and Mobility Context



Curb Inventory

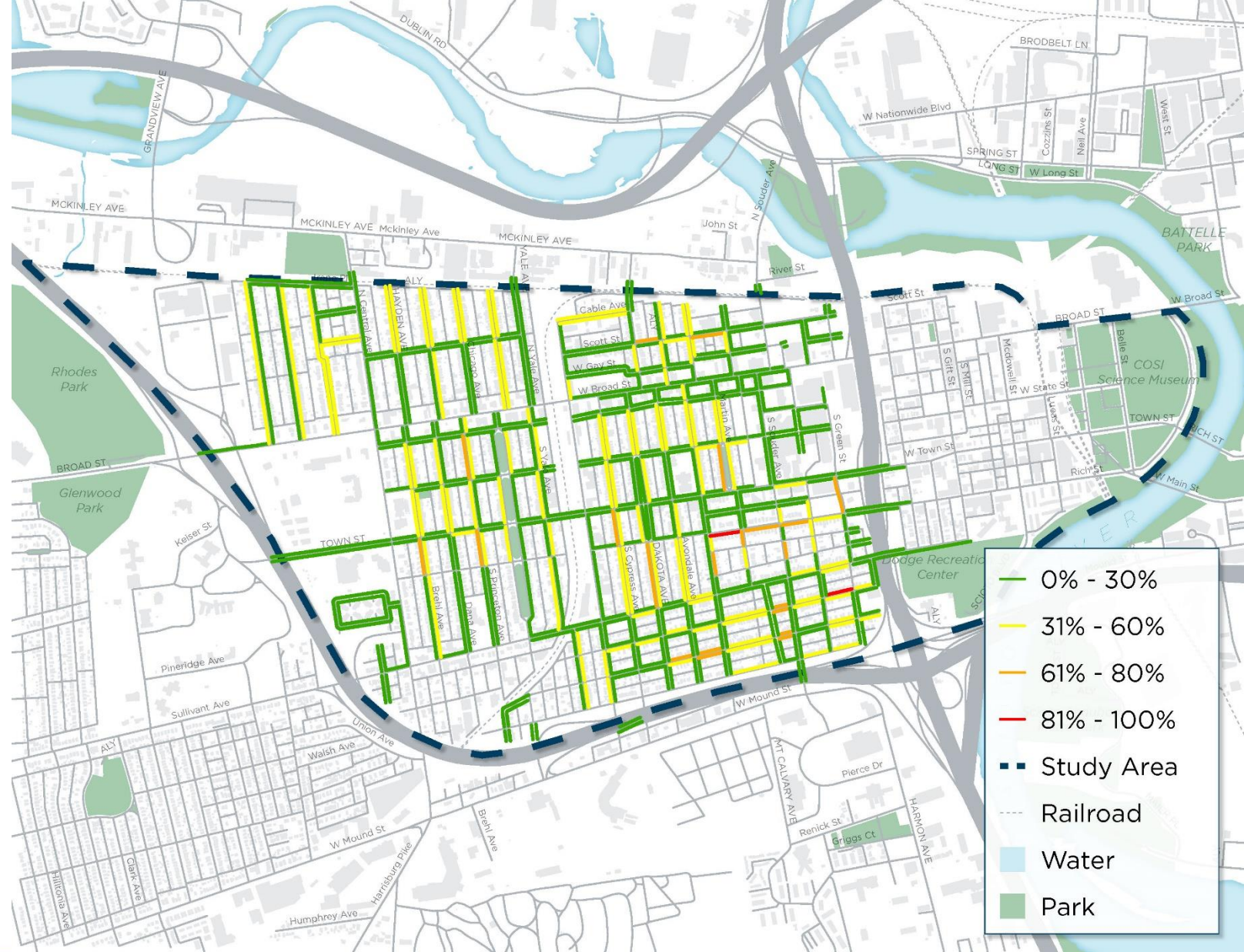


Metered Parking



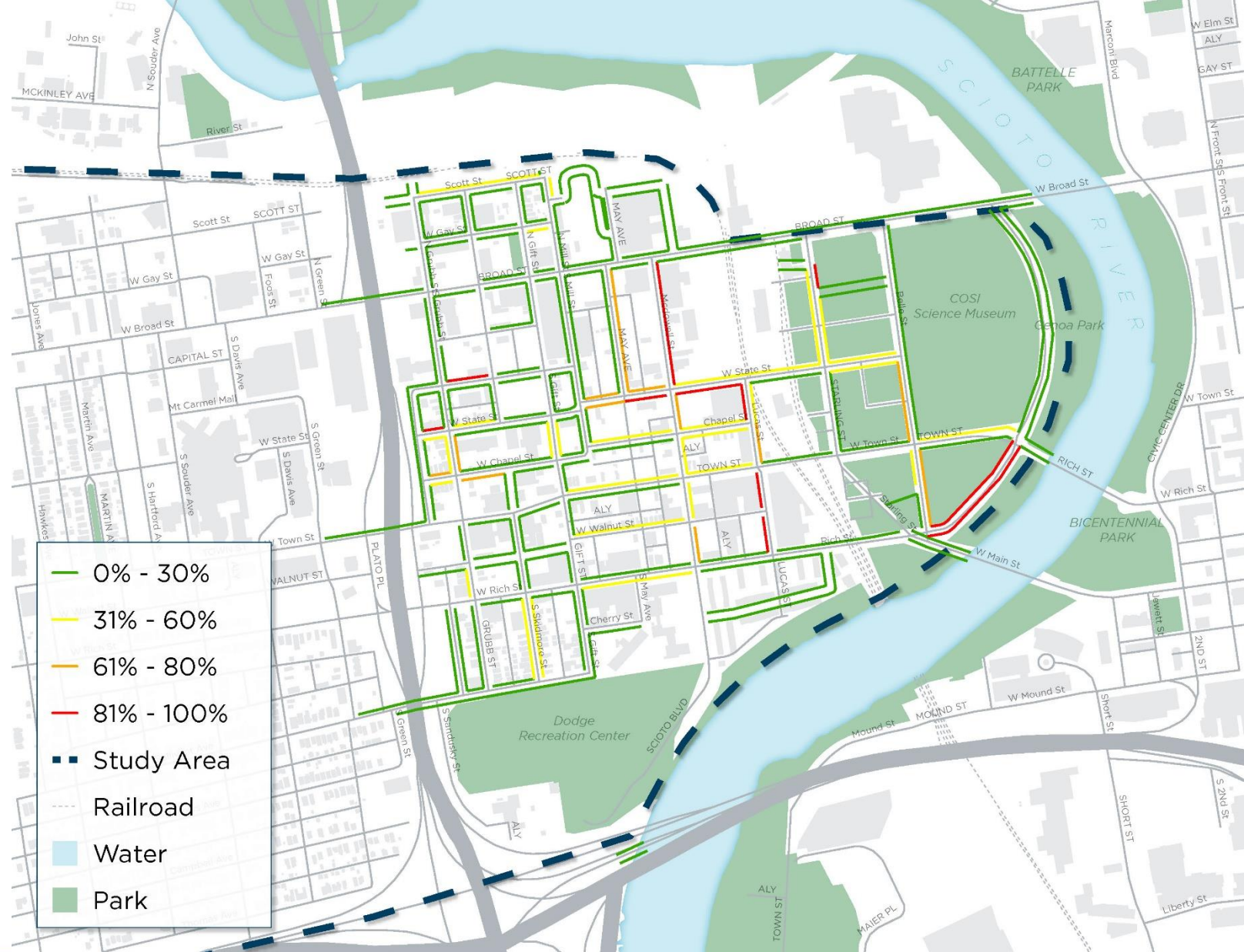
Peak On-Street Parking Occupancy

Monday, 11/12
Early Morning



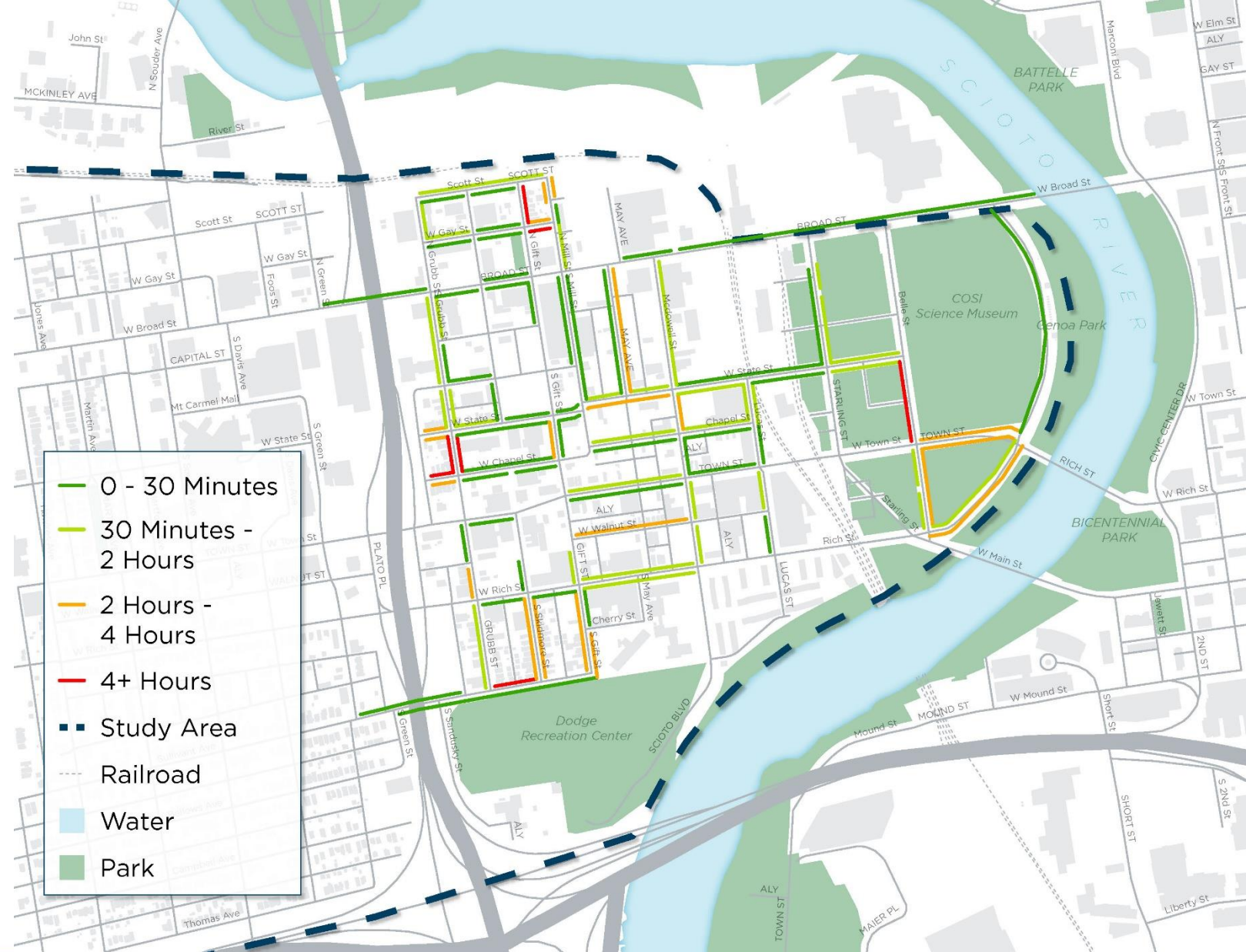
Peak On-Street Parking Occupancy

Tuesday, 11/13
Morning



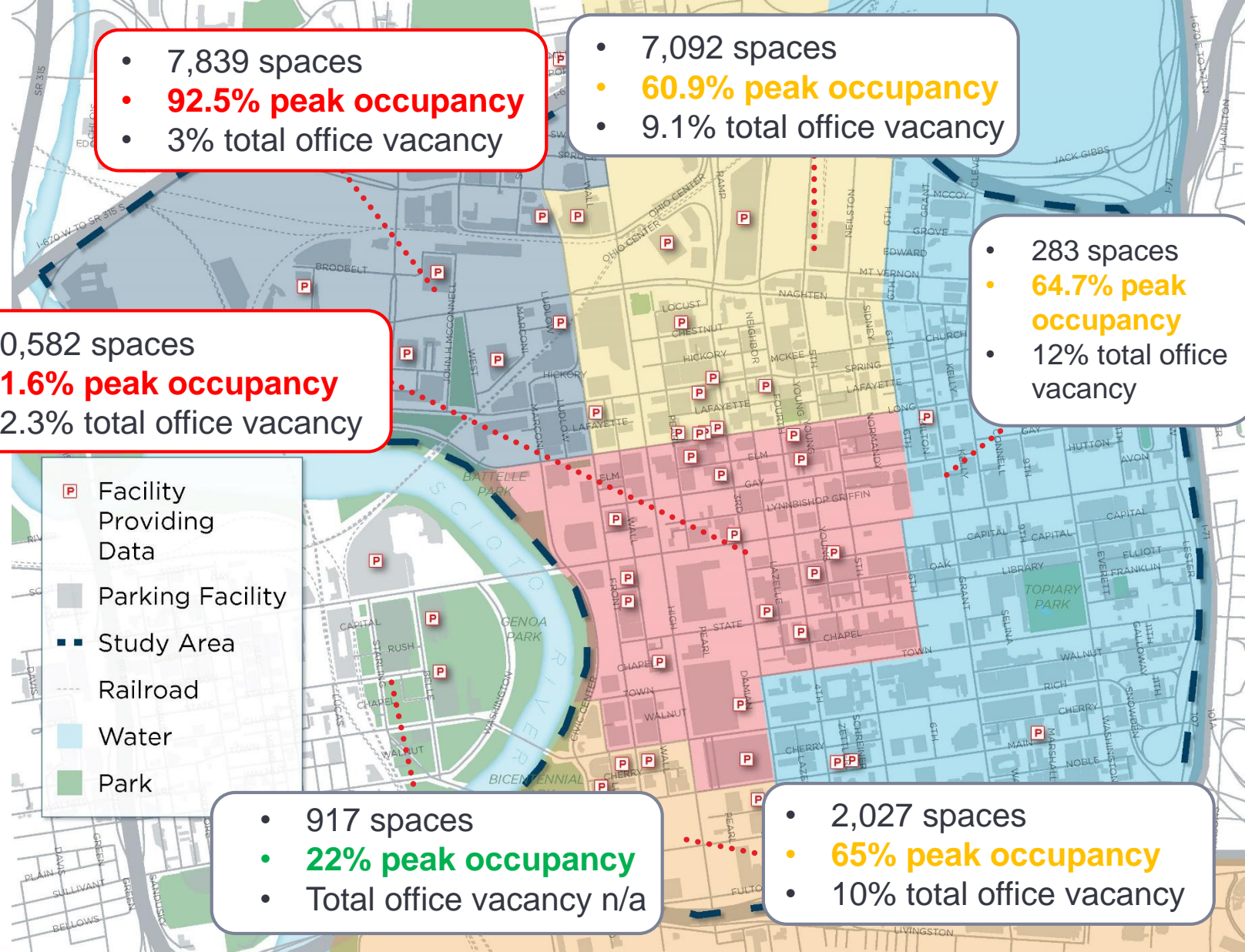
Average On-Street Parking Duration

Tuesday, 11/13

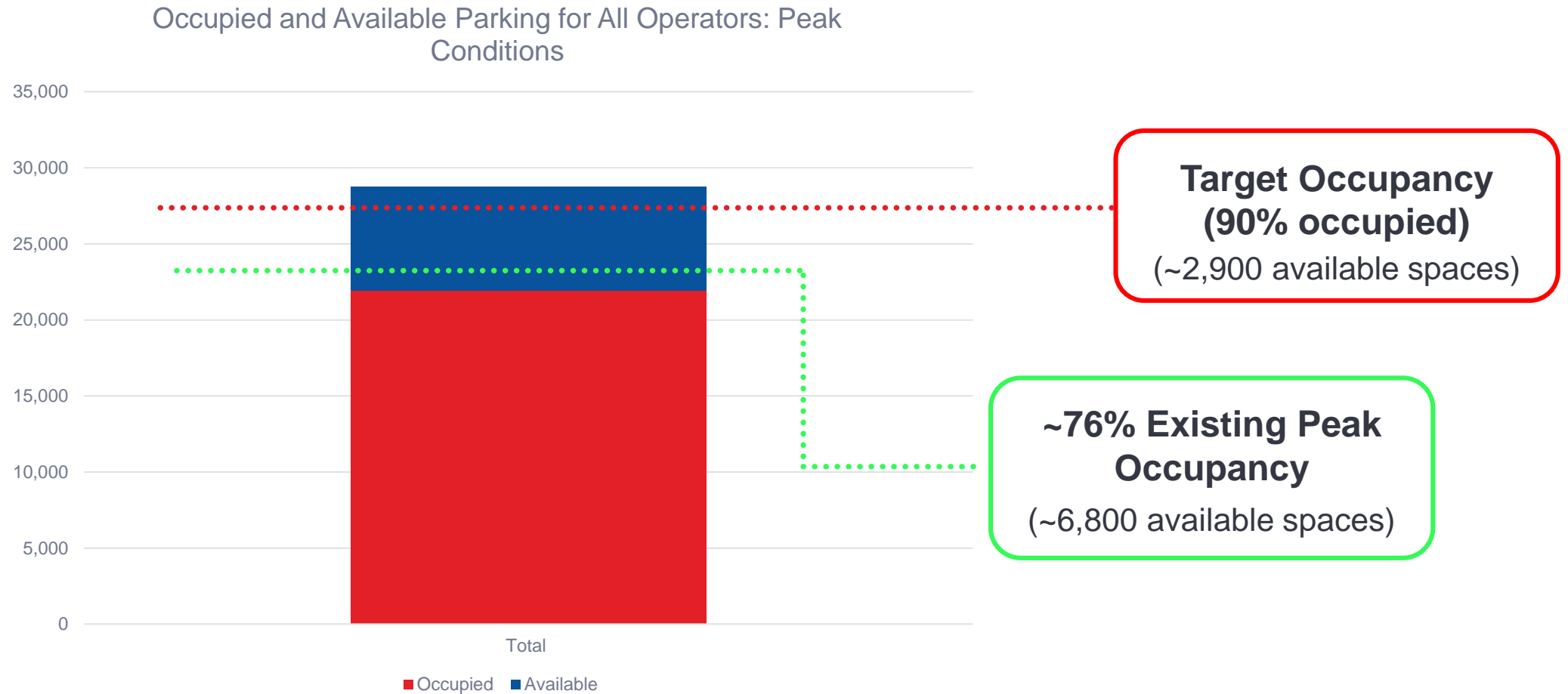


Off-Street Parking

*Surveyed facilities only



Total Downtown Off-Street Parking Occupancy



❖ Occupancy presented only for publicly-accessible off-street facilities for which both inventory and occupancy data were received. Data includes surveyed facilities on the Scioto Peninsula.



Franklinton: Key Takeaways

- East and West Franklinton **distinctly different** characteristics and needs
- **Localized parking occupancy and duration pressures**, but systemwide on-street parking availability at peak
- **Framework for future growth:** Leverage parking, mobility, and access management policy and infrastructure to support expected change in East Franklinton



Demand Management Toolbox

**Demand Mitigation
Strategies**

Shared Mobility

**Right-Size Parking
Assets**

**Shared Parking and
Parking Management**

**Adapt to Changing
Mobility Trends**

**Integrating Multimodal
Transportation**



Potential Parking Management Strategies



Meter Management



Pricing



Optimizing Curb Space



Virtual Permitting



Infrastructure



Permit Programs



Leverage Mobile Technology



Parking Time Restrictions



Data Collection & Analysis



Managing Parking Demand
and Increasing Mobility



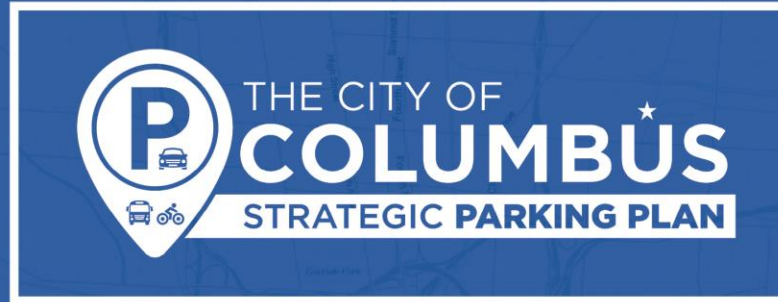


Table Activities

Activity 1: Priorities and Objectives: 20 Minutes

- **Priority:** What is most important to us, especially when weighing competing factors?
- **Objective:** What targets or achievements are we striving for?
- Develop your own Post-It notes. Then, work with your table to organize Post-It Notes on the Priorities and Objectives board.

1



Activity 1: Examples

- **Examples:**
 - Improve multimodal transportation
 - Support parking access to businesses
 - Leverage parking and mobility policy to promote development
 - Preserve resident parking access
 - Increase parking prices

1



Activity 2: Parking and Mobility Strategies: 20 Minutes

- Work with your table to place the sticker dots on the strategies.
Limit one colored dot per strategy.

2

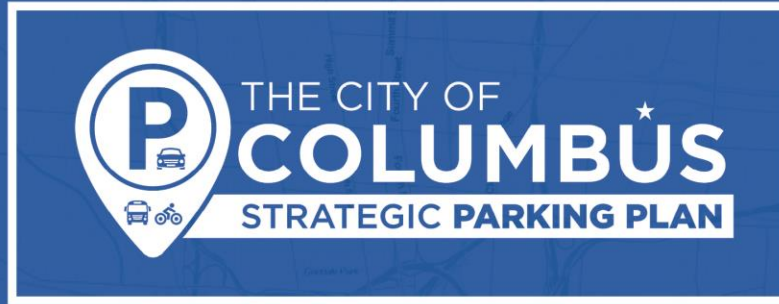
Strategies Your Table Likes

Strategies Your Table is Indifferent

About

Strategies Your Table Does Not





Staying Involved

Staying Involved

- Website: <http://bit.ly/StrategicParkingPlan>
- Online Survey:
<https://www.surveymonkey.com/r/columbus-strategic-parking-plan>
- WikiMap: <https://wikimapping.com/City-of-Columbus-Strategic-Parking-Plan-Public1.html>

